

H.P. 1095 House of Representatives, April 8, 1 Reported by Representative Lebowitz from the Committee on State Government and printed under Joint Rule 2. Original bill sponsored by Representative Michael of Auburn. Cosponsored by Representative Hayden of Durham, Senator Charette of Androscoggin and Representative Gwadosl of Fairfield. EDWIN H. PERT, Cl STATE OF MAINE IN THE YEAR OF OUR LORD NINETEEN HUNDRED AND EIGHTY-THREE RESOLVE, Providing for a Study of a Maine Product Marketing Strategy and a Maine Business Product Logo. Emergency preamble. Whereas, Acts and resolv of the Legislature do not become effective until days after adjournment unless enacted as emergencie and Whereas, it is in the public interest and welfa to study the potential effect of a marketing strate for Maine products; and Whereas, the expeditious implementation of a su cessful marketing strategy for Maine products cou have a significant effect on the State and its eco		(EMERGENCY)	
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Whereas, it is highly desirable to commence a
 study of a marketing strategy for Maine products as
 soon as possible and to consider the findings of the
 study during the Second Regular Session of the 111th
 Legislature; and

6 Whereas, in the judgment of the Legislature, 7 these facts create an emergency within the meaning of 8 the Constitution of Maine and require the following 9 legislation as immediately necessary for the preser-10 vation of the public peace, health and safety; now, 11 therefore, be it

Committee; study; report. Resolved: 12 That the 13 Director of the State Development Office; the commissioner or his designee of the Department of Agricul-14 15 ture, Food and Rural Resources; the commissioner or 16 designee of the Department of Conservation; the his 17 commissioner or his designee of the Department of 18 Marine Resources; the commissioner or his designee of 19 the Department of Business Regulation; and the Presi-20 dent or his designee of the Maine Development Founda-21 tion shall serve as a committee to develop a plan to 22 increase the identification and "marketability" of 23 Maine products; and be it further

24 Resolved: That the President of the Maine Devel-25 opment Foundation, or his designee, shall call the 26 first meeting and serve as chairman for the first 27 meeting. The chairman, with the consent of the com-28 missioners of the committee, may include other per-29 sons, organizations and agencies that the committee 30 deems necessary to fulfill its task; and be it fur-31 ther

32 **Resolved:** That at the first meeting of the study 33 committee, the committee shall select one person from 34 among the participants to be the chairman of the 35 study committee; and be it further

Resolved: That the committee shall use public and private resources to develop a report to include any necessary implementing legislation to be submitted to the joint standing committee of the Legislature having jurisdiction over State Government during the Second Regular Session of the 111th Legislature no later than January 31, 1984. The report 1 shall include an analysis of the feasibility of 2 implementing a marketing strategy to increase the 3 identification of Maine products for the general 4 public. The report shall consider market tests. 5 quality standards, enforcement of quality standards, 6 Maine business product logo and the process by а 7 which the proposed marketing strategy would be made available to any persons, firms or corporations that 8 9 produce, manufacture or process products in Maine.

10 Emergency clause. In view of the emergency cited 11 in the preamble, this resolve shall take effect when 12 approved.

STATEMENT OF FACT

14 Maine products and Maine workers have established 15 an image of high quality products and hardworking 16 people in the market place. The purpose of this 17 resolve is to study the means by which this image can 18 be best used to bring greater returns to the State.

19 This resolve proposes that a committee composed 20 the Director of the State Development Office and of 21 the Commissioners of Agriculture, Food and Rural 22 Resources; Conservation; Marine Resources; and Busi-23 ness Regulation, and any other organization or agency deemed necessary by the study committee to undertake 24 25 a marketing strategy for the marketing of Maine prod-The study committee is required to report its 26 ucts. findings along with any necessary implementing legis-27 lation to the Joint Standing Committee on State Gov-28 29 ernment by January 31, 1984.

There will be no appropriation required for the resolve. The study committee will include the study as part of each member's official duties.

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